

**Notice of References Cited**

Application/Control No.

09/922,425

Applicant(s)/Patent Under  
Reexamination  
MITTMAN ET AL.

Examiner

Yehdega Retta

Art Unit

3622

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-2003/0023511	01-2003	Gardner, Donald A. SR.	705/27
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Intel's Pentium II gets \$20 mil intro"; (Intel launching Pentium II microprocessor worldwide on 5/7/97, backed by a \$20 mil ad campaign; Advertising Age, v 68, n18, p16; May 05, 1997.
	V	"Draft helps put stamp of approval on campaign"; (Stamps.com launches a new advertising campaign that includes a direct mail piece and a direct response TV spot); DM News, v 22, n 7, p 1+; February 21, 2000.
	W	"Marketing communication and the word wide web". (Opportunities of internet marketing described); Berthon, Pierre, Business Horizons, v39, n5, p24; Sep-Oct, 1996.
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.